

# PRINCETON

**allpoints**  
communications

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## PRINCETON ALLPOINTS OFFERS FIRST OPAQUE WHITE INK DIGITAL PRESS IN REGION

*Robbinsville to Host Hewlett-Packard Product that Bridges Offset and Digital Printing*

**ROBBINSVILLE, N.J., March 30, 2010** – Princeton allpoints Communications, LLC, a division of Princeton Fulfillment Solutions, LLC, a leading information distribution company providing eBusiness and eCommerce solutions, today announces it has acquired the new Hewlett-Packard Indigo Press 5500, a seven-color digital sheet-fed press that is the first in the United States to offer opaque white ink. The HP Indigo Press 5500 is being installed at the company's Robbinsville, N.J., facility making Princeton allpoints a first-to-market organization in the region with this type of press.

“Princeton allpoints continues to lead in the offering of today's best fully integrated marketing solutions,” explained Manny Ortiz, chairman and CEO, Princeton Fulfillment Solutions. “The incorporation of this premier Hewlett-Packard digital printing technology maintains our long-standing commitment to bring our clients only the highest-quality digital print products.”

The new HP Indigo Press 5500 is an advanced digital sheet-fed press model offering near-zero downtime on spot color ink replacement, expanded range of supported media and resolution enhancement technology for higher-resolution imaging of up to 1,200 dots per inch (dpi). Featuring liquid transparent ink, the HP Indigo Press 5500 effectively bridges the gap between the qualities of offset and digital printing, enhancing designer and creative capability by offering opaque white ink for the first time outside the traditional offset printing environment. The HP Indigo Press 5500 is designed specifically for the production of marketing collateral, direct mail, photo specialty products, books and manuals, with the ability to produce 68 four-color or 272 single-color pages per minute.

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“The HP Indigo Press 5500’s opaque white ink capability will, for the first time, address the needs of the high-end requirements of designers and advertising agencies, adding superior quality and timeliness to every project,” said Ortiz. “With the HP Indigo Press 5500, Princeton allpoints now offers top-quality, digitally produced collateral materials that exceed market standards while offering the broadest range of design quality and value.”

Additionally, the HP Indigo Press 5500 offers the most enhanced productivity of any digital press in its class and is capable of printing in excess of 1.5 million color pages or more than 5 million monochrome pages per month.

“The HP Indigo Press 5500 offers the best of both worlds: digital printing’s quick turnaround and near-real time print messaging while complimenting and maintaining the high-end look and feel of offset printing that is critical to most corporate identity elements,” noted Leon Clarin, business development manager for Hewlett-Packard.

From its Robbinsville facility, a joint venture between Princeton Fulfillment Solutions and Towne allpoints Communications Inc., the company offers a complete suite of data processing services, full-color print-on-demand digital printing – including the new HP Indigo Press 5500 – along with continuous and cut sheet laser printing, turn-key direct mail services and fully integrated fulfillment services.

### **About Princeton Fulfillment Solutions, LLC**

Princeton Fulfillment Solutions, LLC is a leading provider of eBusiness and eCommerce solutions offering Internet marketing optimization, full color print-on-demand, custom software and application development, fulfillment and direct mail services. The company develops and implements fully integrated B2B and B2C client solutions that lower costs, decrease cycle times and increase profitability to Fortune 500 and emerging growth companies across a wide range of industries. Princeton allpoints Communications is headquartered in Hamilton, New Jersey, with operational hubs in Mercerville and Robbinsville, New Jersey, and West Chester, Ohio. For more information, visit [www.princetonfulfillment.com](http://www.princetonfulfillment.com).

### **About Towne allpoints Communications Inc.**

Towne allpoints Communications Inc. has been a leader in direct response communications since 1953. Towne’s corporate headquarters is located in Santa Ana, California, and it offers the following services: Digital and Offset Print Management, Web-based communication tools, Mail Processing, File Processing, Hi-Speed Imaging, Bindery services, Warehousing, logistics, receiving, product and collateral pick-n-pack, e-mail broadcasting, instant messaging and Digital Asset Management. For more information, visit [www.towne.com](http://www.towne.com).

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